

Chapter 9



Ethical Considerations

Technology and the communication of technical ideas represent powerful tools for promoting **good or evil in society, and **ethical and unethical behavior**.**



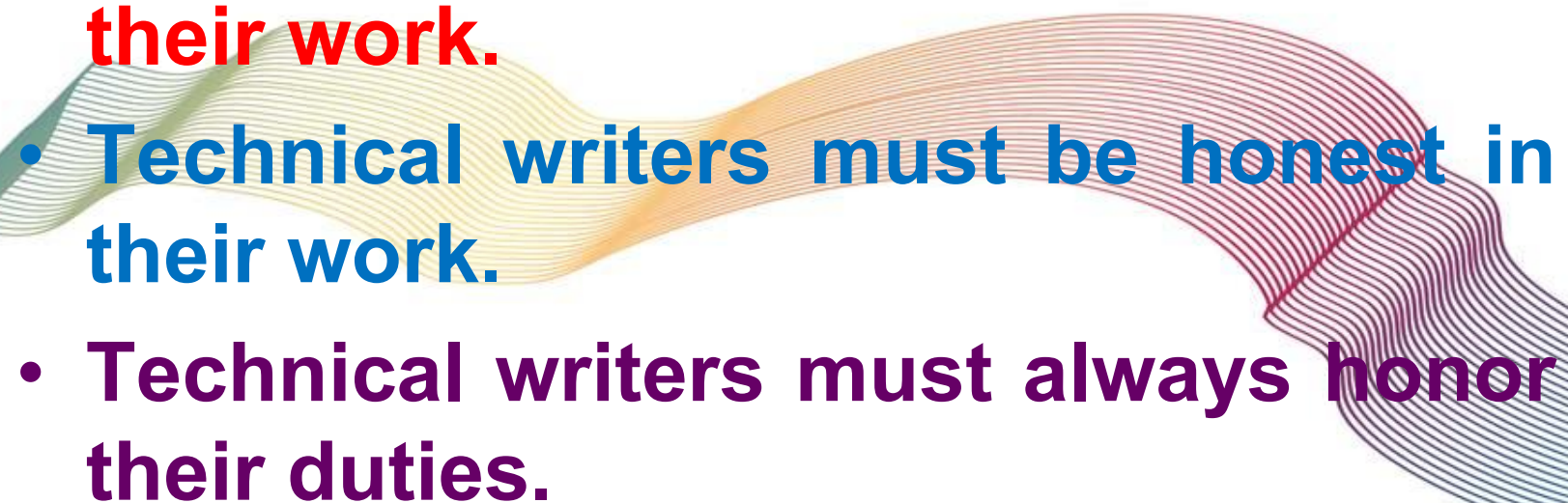
Ethics Definition in Technical Writing

Ethics is a set of rules and standards for using communication skills and resources with the intention of doing good.

Ethical behavior for technical writers

They involve their honest duty and duty to apply the power of technical communications to the purpose of doing worthy things.

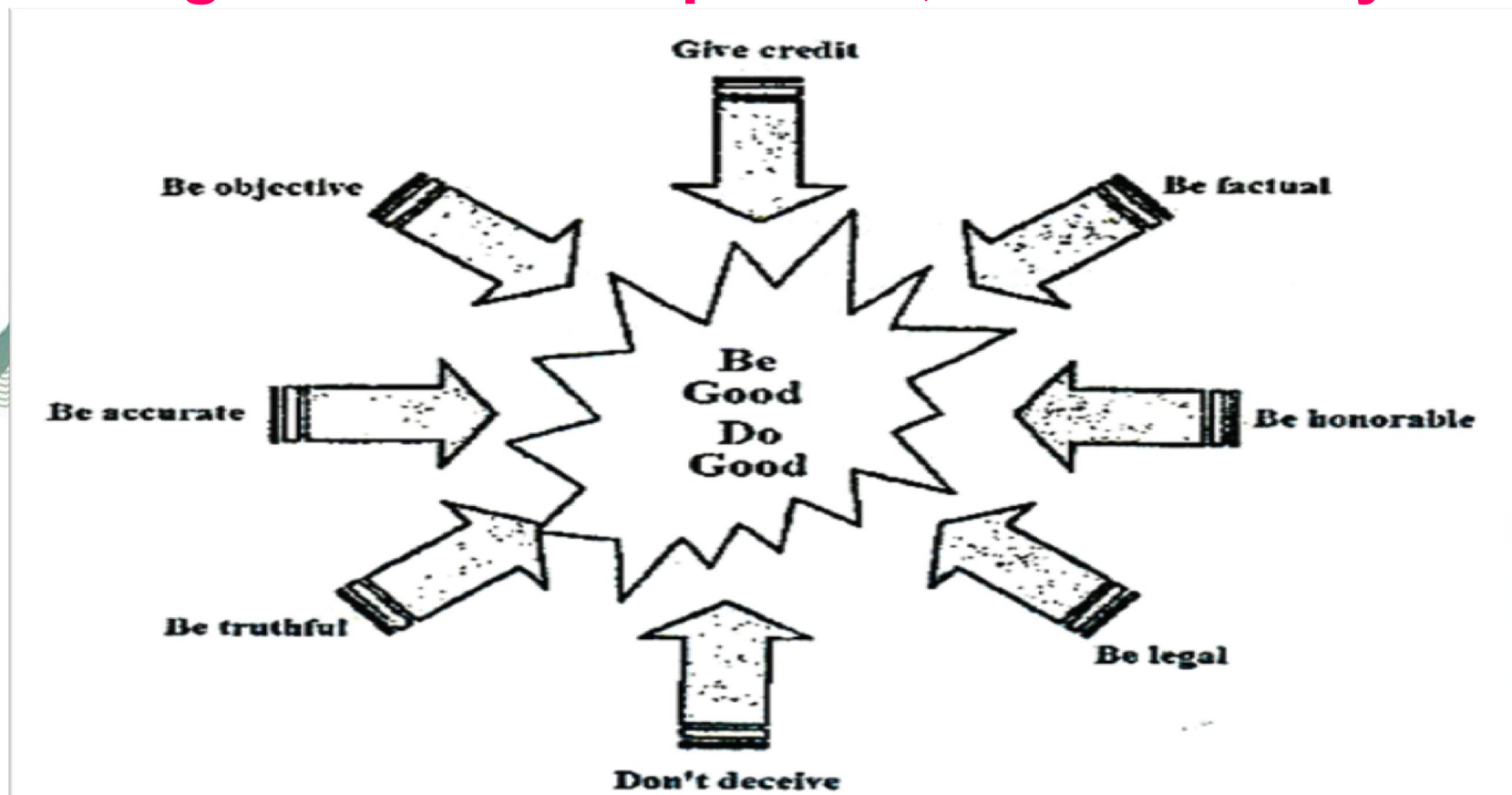
The kinds of ethical constructs that are traditionally used in technical writing and the implications of these constructs for technical writers:

- Technical writers must be accurate in their work.
 - Technical writers must be honest in their work.
 - Technical writers must always honor their duties.
- 

- Technical writers must not lie with statistics.
 - Technical writers must not hide truth with doubt.
 - Technical writers must not use the ideas of others without giving proper credit.
 - Technical writers must not violate copyright laws.
 - Technical writers must not inject personal bias into their reports.
- 
- A decorative graphic consisting of several overlapping, wavy, ribbon-like lines in shades of yellow, orange, red, and blue, flowing from the left side towards the right, positioned behind the lower half of the list.

Ethics model for technical writing

Of course, it is true that in technical writing "being good and doing good" usually mean being accurate and precise, but not always.



Plagiarism

Plagiarism

is basically an act of theft in which one steals another person's idea, or his or her expression of an idea, and then represents it as his or her own work.



- **When someone plagiarized another's work**, the act itself involved time and effort and included the ever-present risk of detection. And in some cases, **plagiarism actually cost more in time and money than it was worth.**
- **Learn to do it right the first time while in school.** Document all sources with citations or notes at the point in the paper where the materials are used, and include a complete list of sources, usually at the end of the paper.

- As ENGINEERS, you must maintain the highest moral and ethical standards — breach (*not fulfilling of a law*) of this trust may place public lives in jeopardy (*danger*), hence there is NO LENIENCY.

In Sum: Use your common sense



WARNINGS



Always put on safety glasses to protect your eyes.



Never point the gun at anyone or any animal, though the magazine is pellet empty.



Never shoot as joking, always look before shoot, the careless use may cause injure and be punished.



Never pull the trigger even you think it is empty of magazine. It is dangerous, there maybe pellets remain in the magazine.



Never put your finger on the trigger unless you are prepared to fire.



Never look into the barrel of the gun.



Always keeps the gun to safe direction.



Do not carryout in public place, put into the bag for carrying.



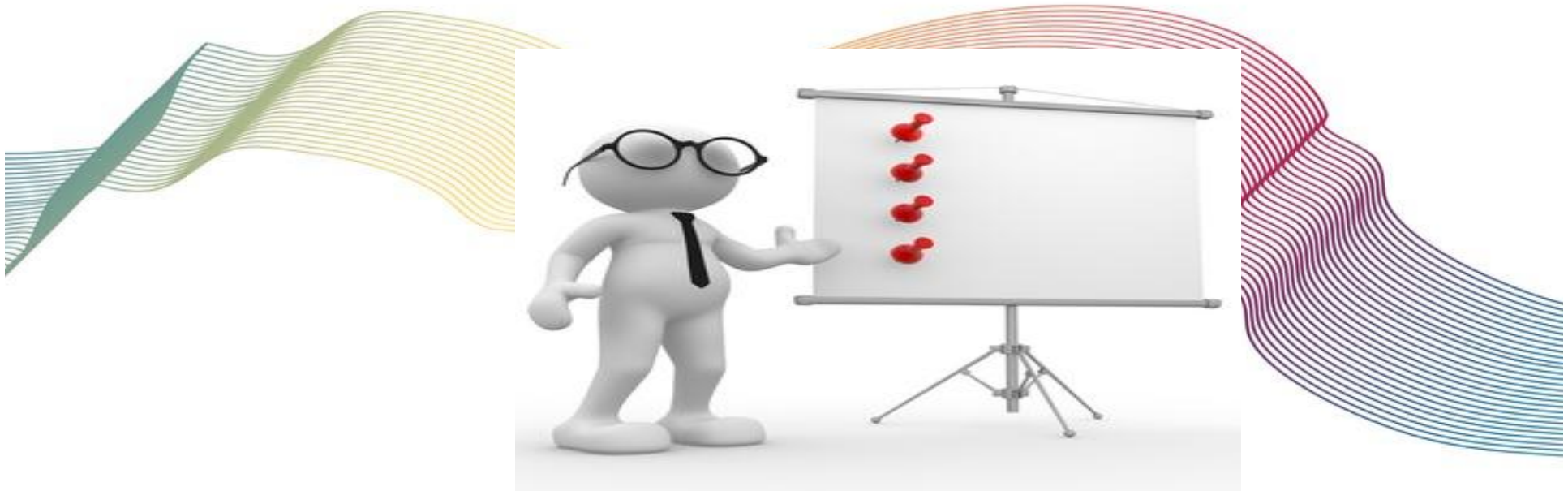
Never dissemble the gun by yourself, which will cause the trouble and dangerous.



Keep out of the reach of children.

Chapter (8)

How to make a great presentation





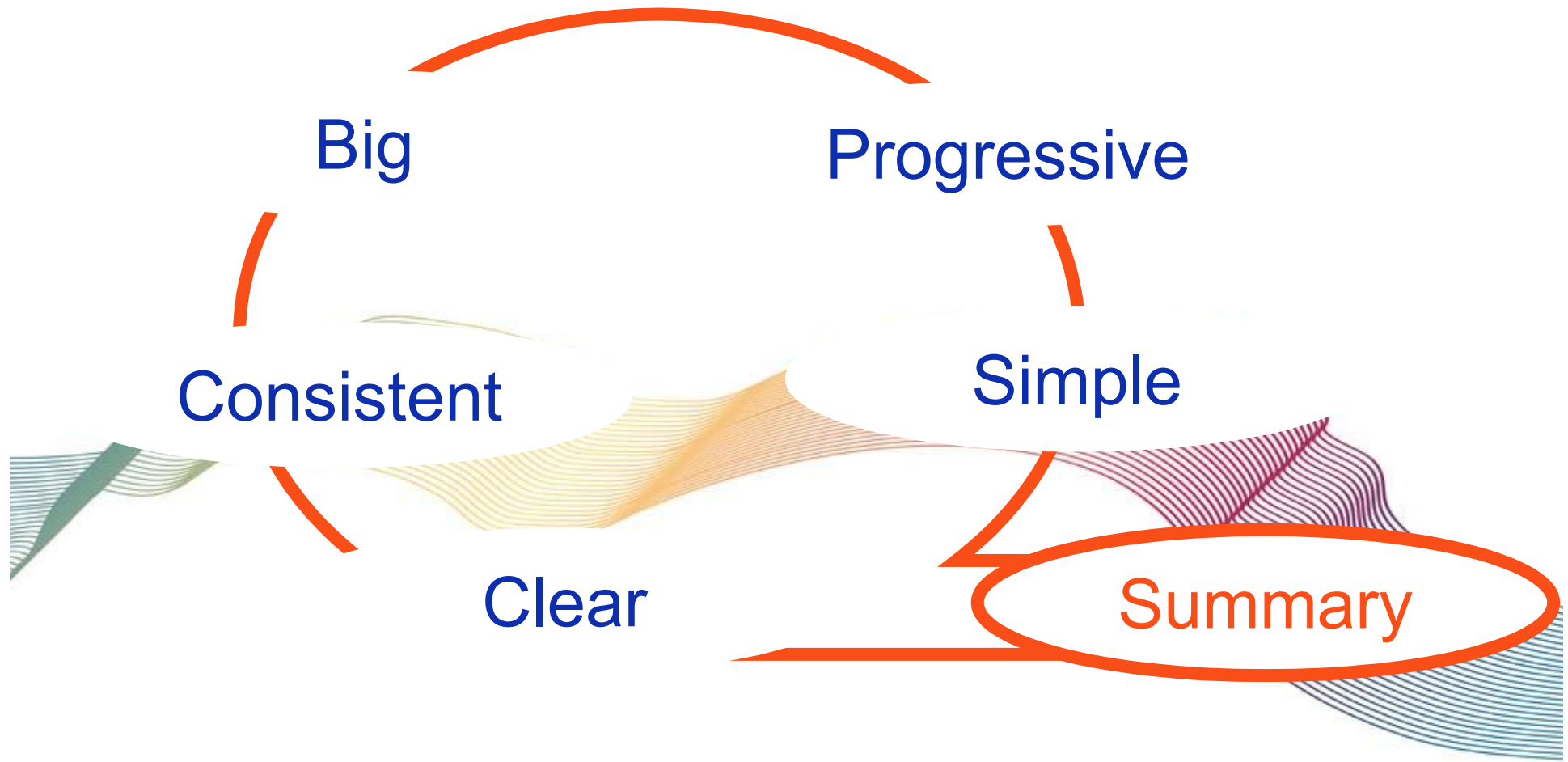
Presentations

are interpersonal performances in which concise technical information is provided to an attending audience.

What will help give a good presentation is the following:

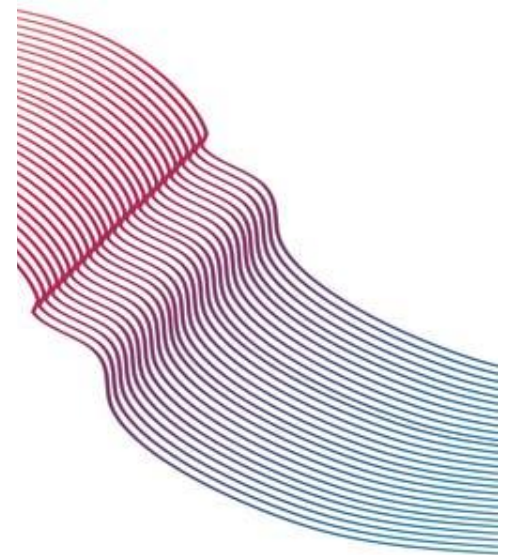
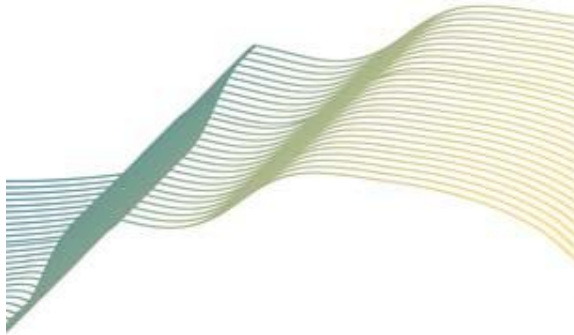
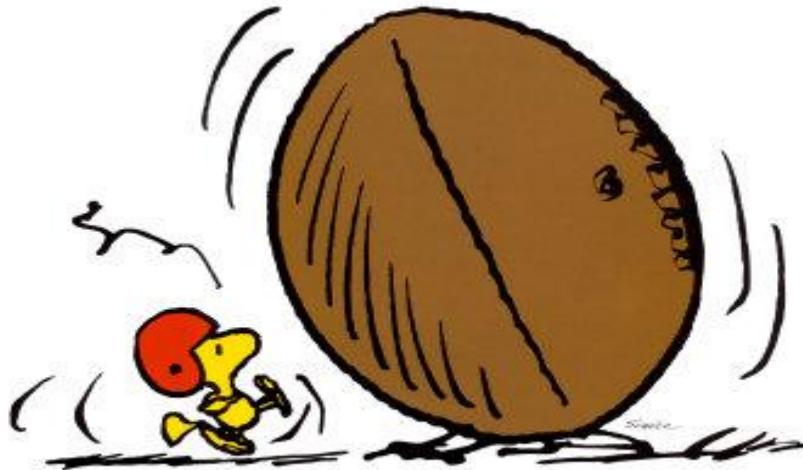
- Identify the purpose for the presentation, and locate or develop the kind of information required.
- Find a simple way to organize these ideas clearly and effectively.
- Tailor the presentation and its materials to the audience and purpose at hand.
- Rehearse the presentation several times.

Designing Effective PowerPoint Presentation



Make It **Big**

THINK
BIG



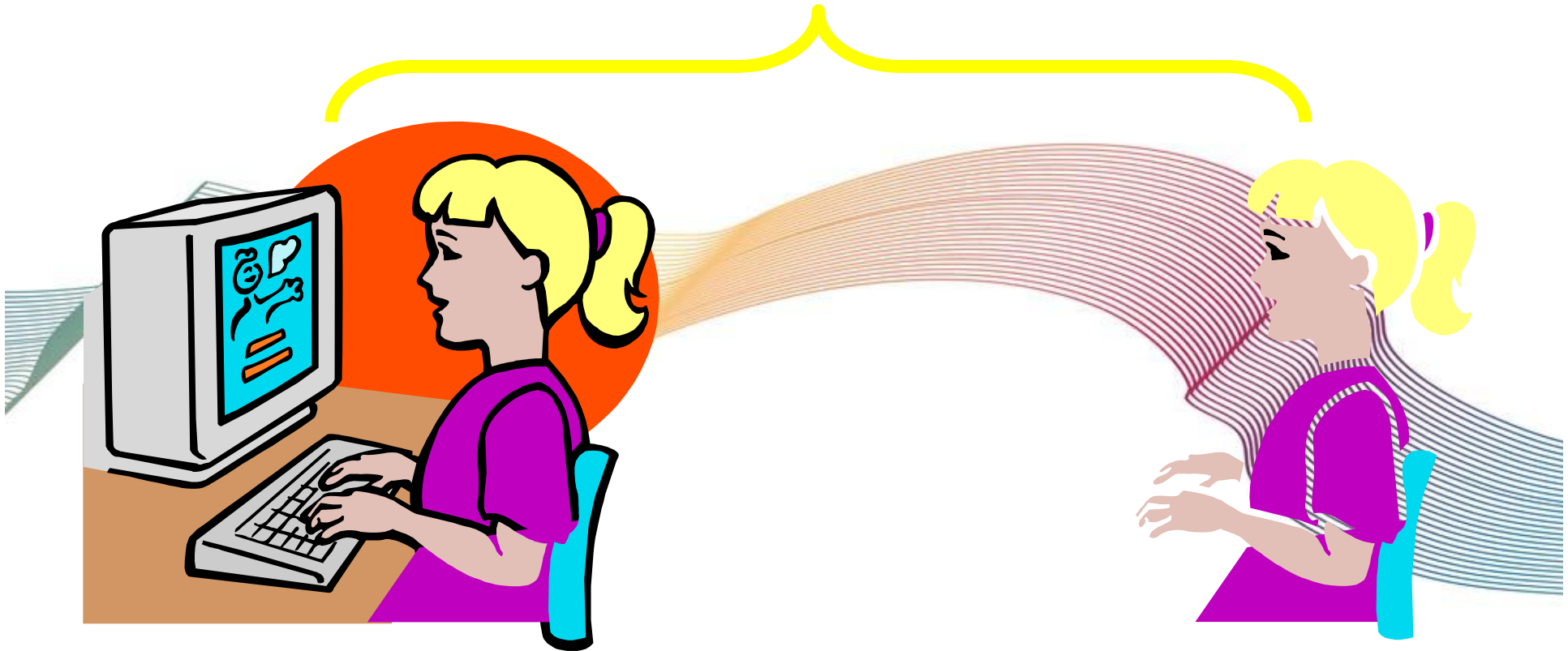
Make it Big (Text)

- This is Arial 12
 - This is Arial 18
 - This is Arial 24
 - This is Arial 32
 - This is Arial 36
 - This is Arial 44
- 

Make It Big (How to Estimate)

- Look at it from 2 metres away

2 m



Keep It Simple



Keep It Simple (Text)

- Too many colours
- Too *Many* Fonts and Styles
- The 6 x 7 rule
 - No more than 6 lines per slide
 - No more than 7 words per line

Keep It Simple (Text)

Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and devising, implementing, evaluating, and managing systems in a given situation.

Too detailed !

and controlled
(HMRS 5th ed.)

Keep It Simple (Text)

Instructional Technology:

A process

involving people, procedures & tools

for solving

problems in learning

(HMRS 5th ed.)

Much Simpler



Falling Leaves Observed

	Christchurch	Dunedin	Wellington
January	11,532,234	14,123,654	3,034,564
February	1,078,456	12,345,567	16,128,234
March	17,234,778	6,567,123	16,034,786
April	16,098,897	10,870,954	7,940,096
May	6,456		
June	3,656		
July	8,890,345	15,347,934	18,885,786
August	8,674,234	18,107,110	17,230,095
September	4,032,045	18,923,239	9,950,498
October	2,608,096	9,945,890	5,596,096
November	5,864,034	478,023	6,678,125
December	12,234,123	9,532,111	3,045,654

Too detailed !

Falling Leaves in Millions

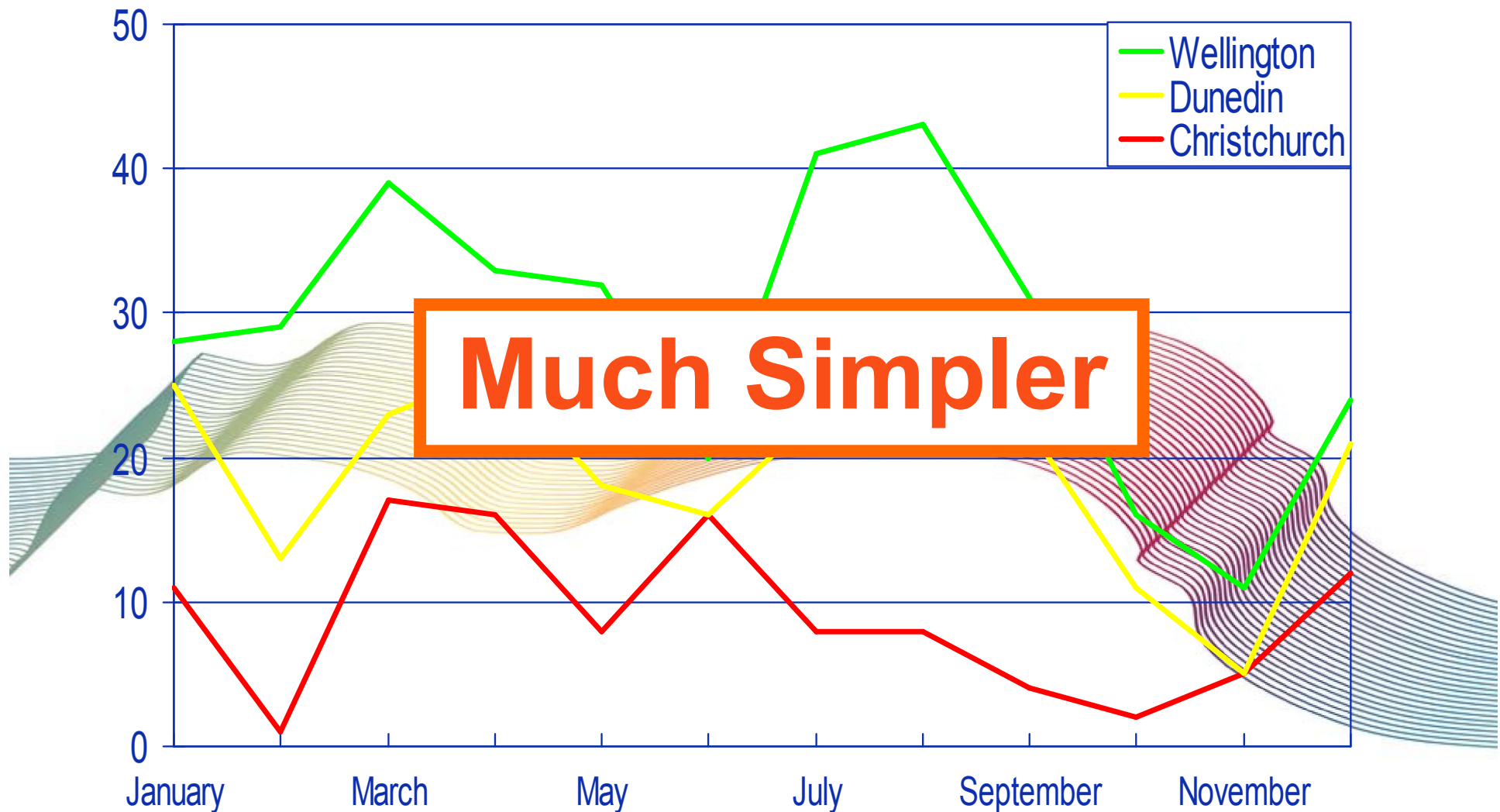
In 10 ⁶	Christchurch	Dunedin	Wellington
	11	14	3
	1	12	16
	17	6	16
	16	10	7
May			14
June			4
July	8	15	18
	8	18	17
	4	18	9
	2	9	5
	5	0	6
	12	9	3

Much Simpler

Falling Leaves



Falling Leaves





Keep It Simple (Picture)

- Art work may distract your audience
- Artistry does not substitute for content



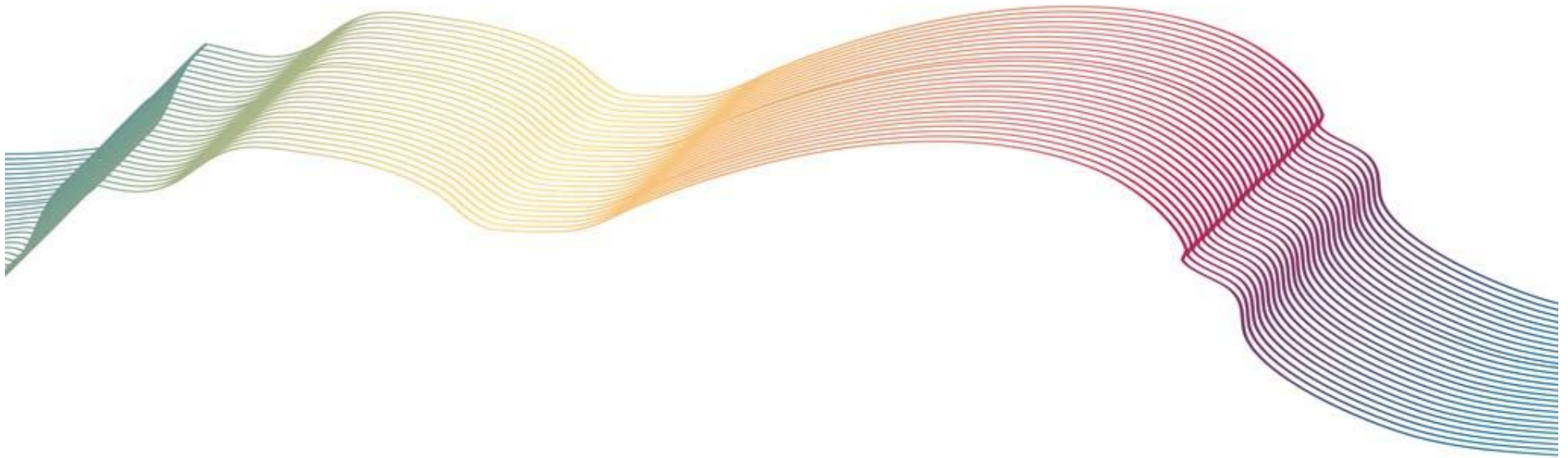
Keep It Simple (Sound)

- Sound effects may distract too
- Use sound only when necessary

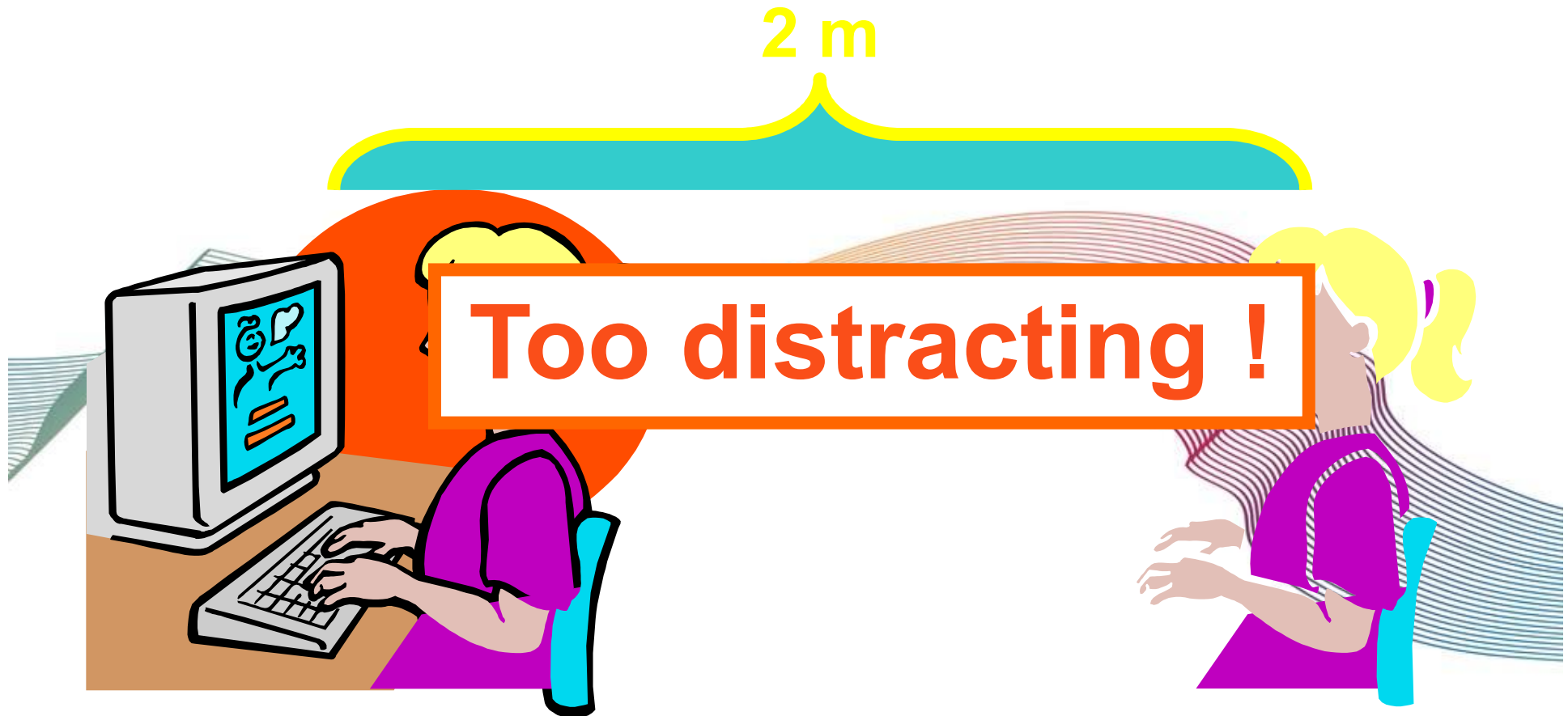


Keep It Simple (Transition)

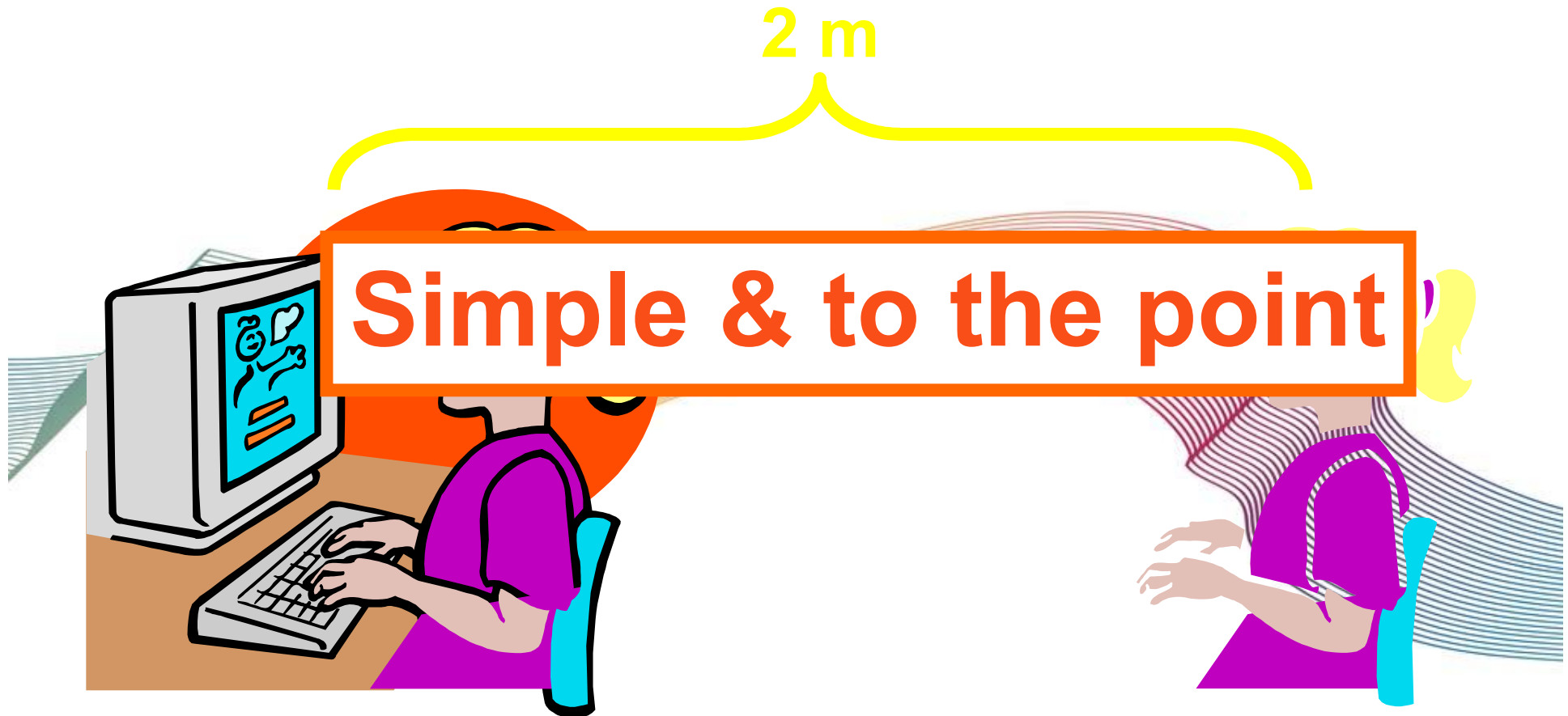
- This transition is annoying, not enhancing
- "Appear" and "Disappear" are better



Keep It Simple (Animation)



Keep It Simple (Animation)

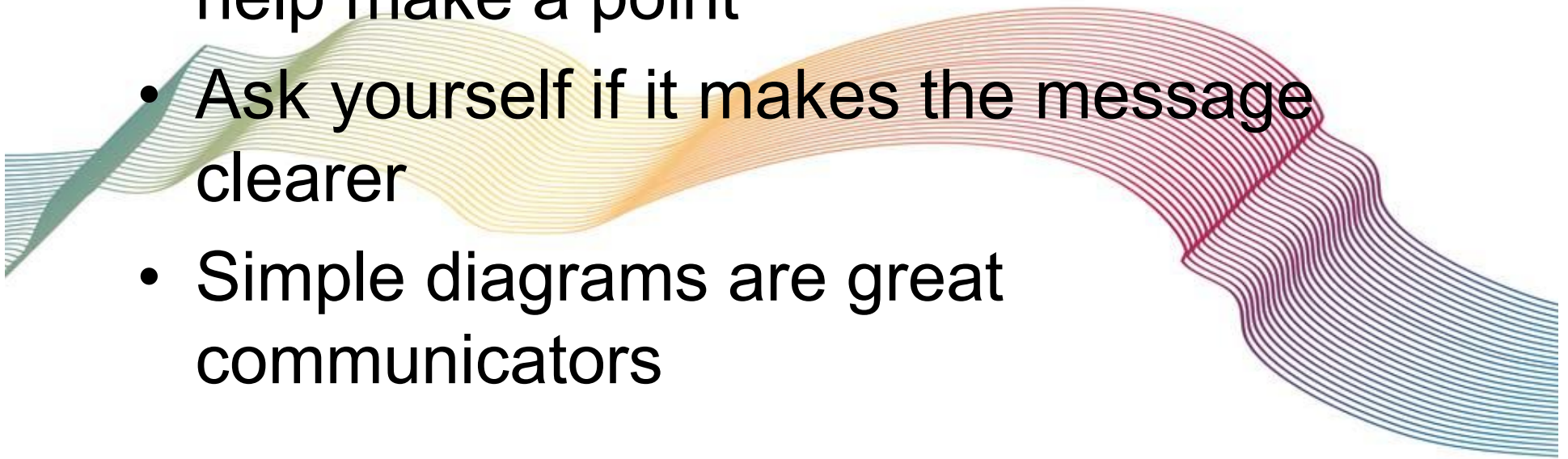


Make It Clear



Illustrations

- Use only when needed, otherwise they become distracters instead of communicators
- They should relate to the message and help make a point
- Ask yourself if it makes the message clearer
- Simple diagrams are great communicators



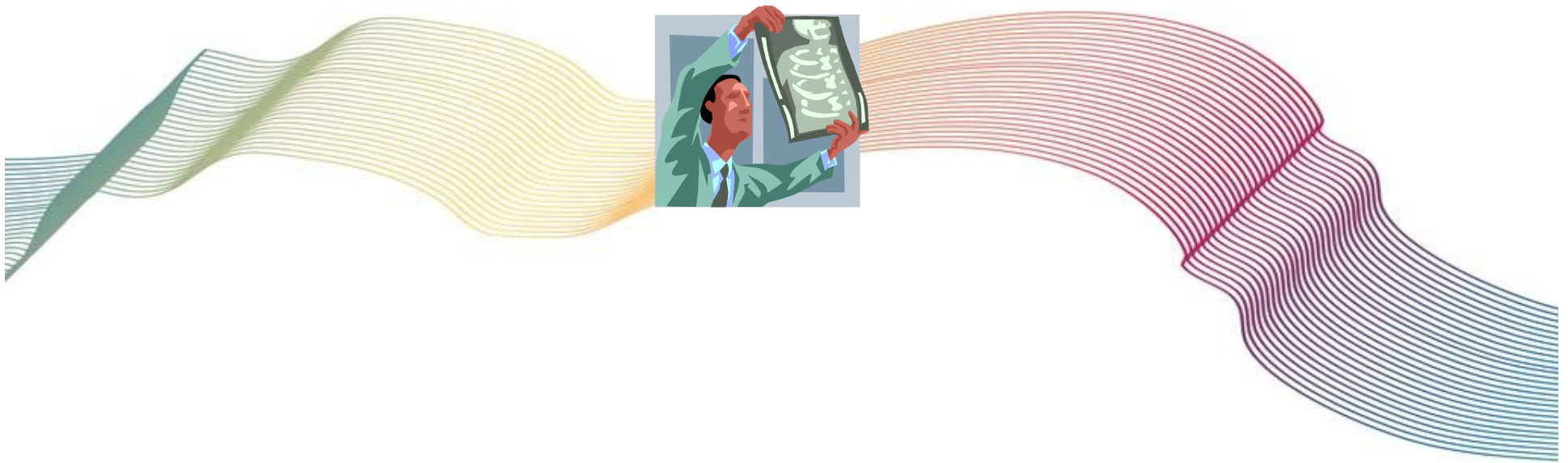
Make It Clear (Size)

- Size implies importance



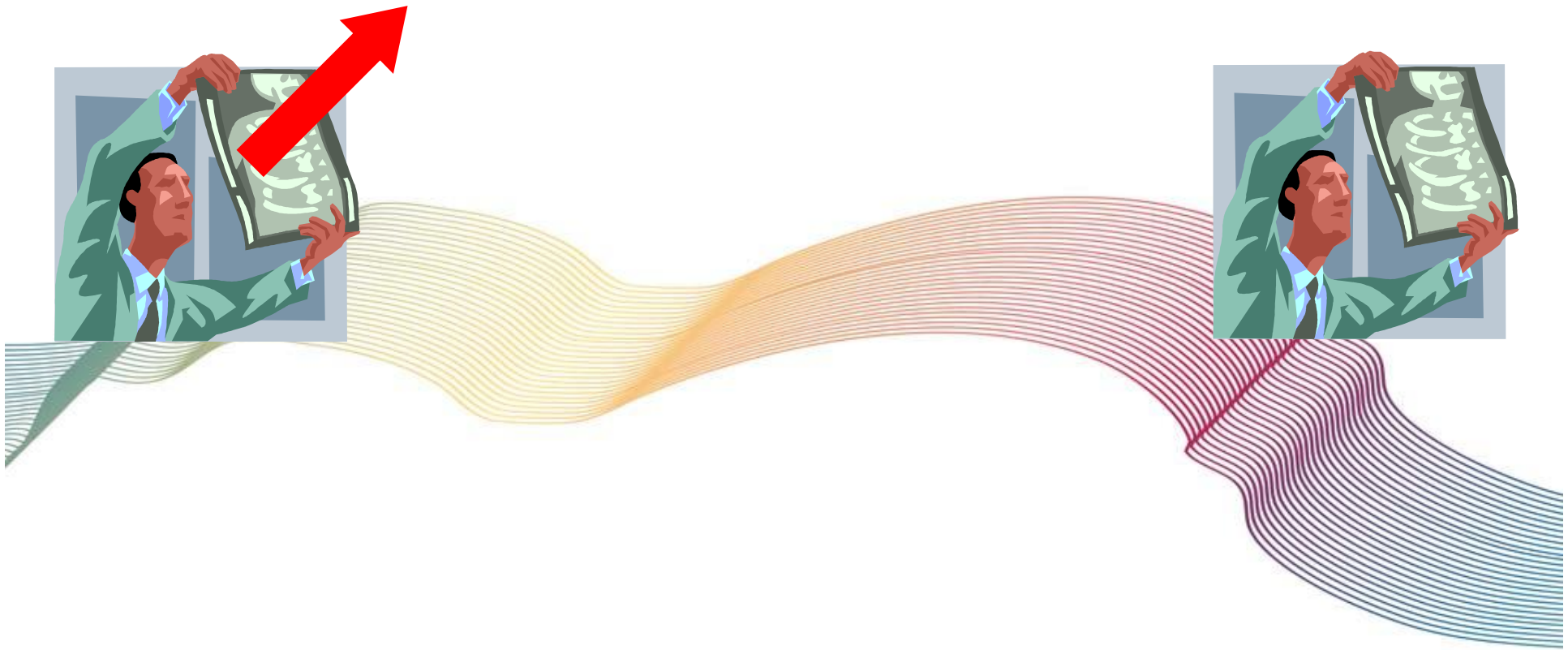
Make It Clear (Size)

- Size implies importance



Make It Clear (Focal Points)

- Focal points direct attention



Understanding Technology

Mouse

Main Storage

Function key

Software

Floppy disk



I/O Error

CPU

er interface

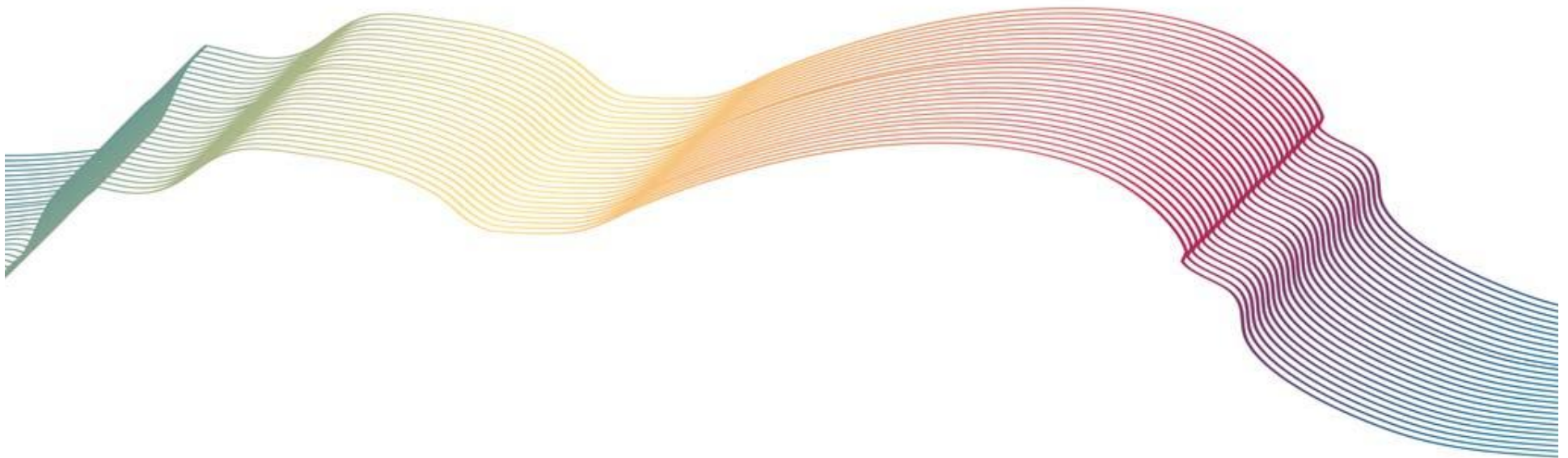
Debugger

Backup system

**Too many &
not focused**

Make It Clear (Capitalisation)

- ALL CAPITAL LETTERS ARE DIFFICULT TO READ
- Upper and lower case letters are easier



Make It Clear (Fonts)



Make It Clear (Fonts)

- Serif fonts are difficult to read on screen
- Sanserif fonts are clearer
- *Italics are difficult to read on screen*
- Normal or **bold** fonts are clearer
- Underlines may signify hyperlinks
- Instead, use colours to emphasise

Caps and Italics

- Do not use all capital letters
 - Makes text hard to read
 - Conceals acronyms
 - Denies their use for EMPHASIS
- Italics
 - Used for “*quotes*”
 - Used to *highlight* thoughts or ideas
 - Used for book, journal, or magazine *titles*

Make It Clear (Numbers)

Use numbers for lists **with** sequence
For example:

How to put an elephant into a fridge?

1. Open the door of the fridge
2. Put the elephant in
3. Close the door

Make It Clear (Numbers)

How to put a giraffe into a fridge?

1. Open the door of the fridge
2. Take out the elephant
3. Put the giraffe in
4. Close the door

Make It Clear (Bullets)

Use bullets to show a list **without**

- Priority
- Sequence
- Hierarchy,

Make It Clear (Colours)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

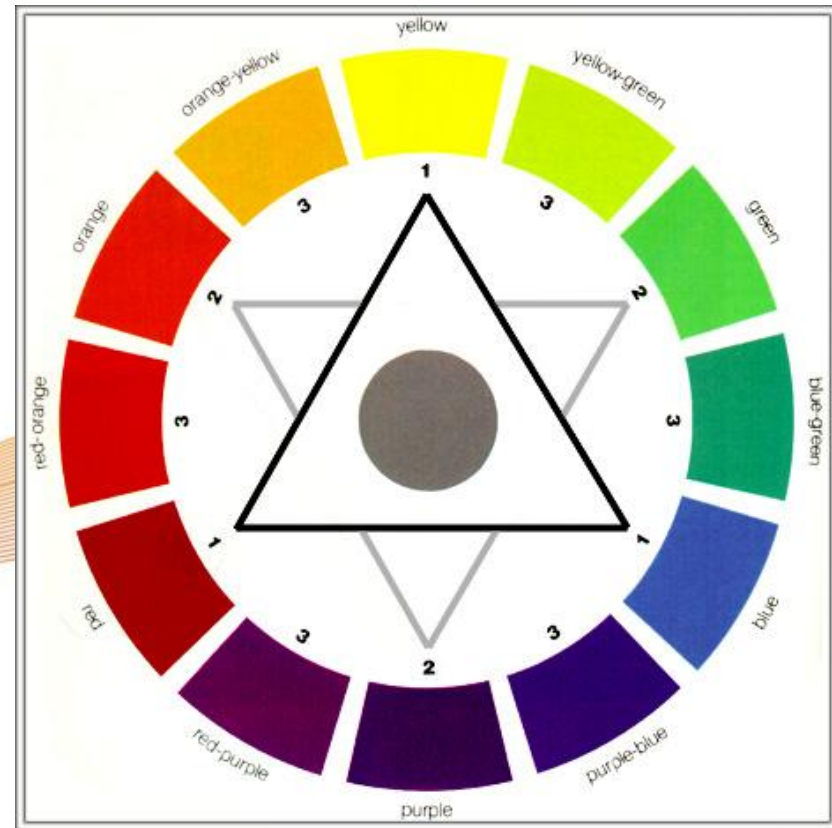
Colors

- **Reds** and **oranges** are high-energy but can be difficult to stay focused on.
- **Greens**, **blues**, and **browns** are mellower, but not as attention taking.



The Color Wheel

- Colors **separated by another color** are dissimilar colors (also known as complementary)
- Adjacent colors (**next to each other**) harmonize with one another. e.g. Green and Yellow



Make It Clear (Complement)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours do not complement

Abstract wavy lines in green, yellow, orange, and red, flowing across the bottom of the slide.

Make It Clear (Complement)

- Use contrasting colours
- Light on dark vs dark on light
- Use complementary colours

These colours complement



Attention Grabber

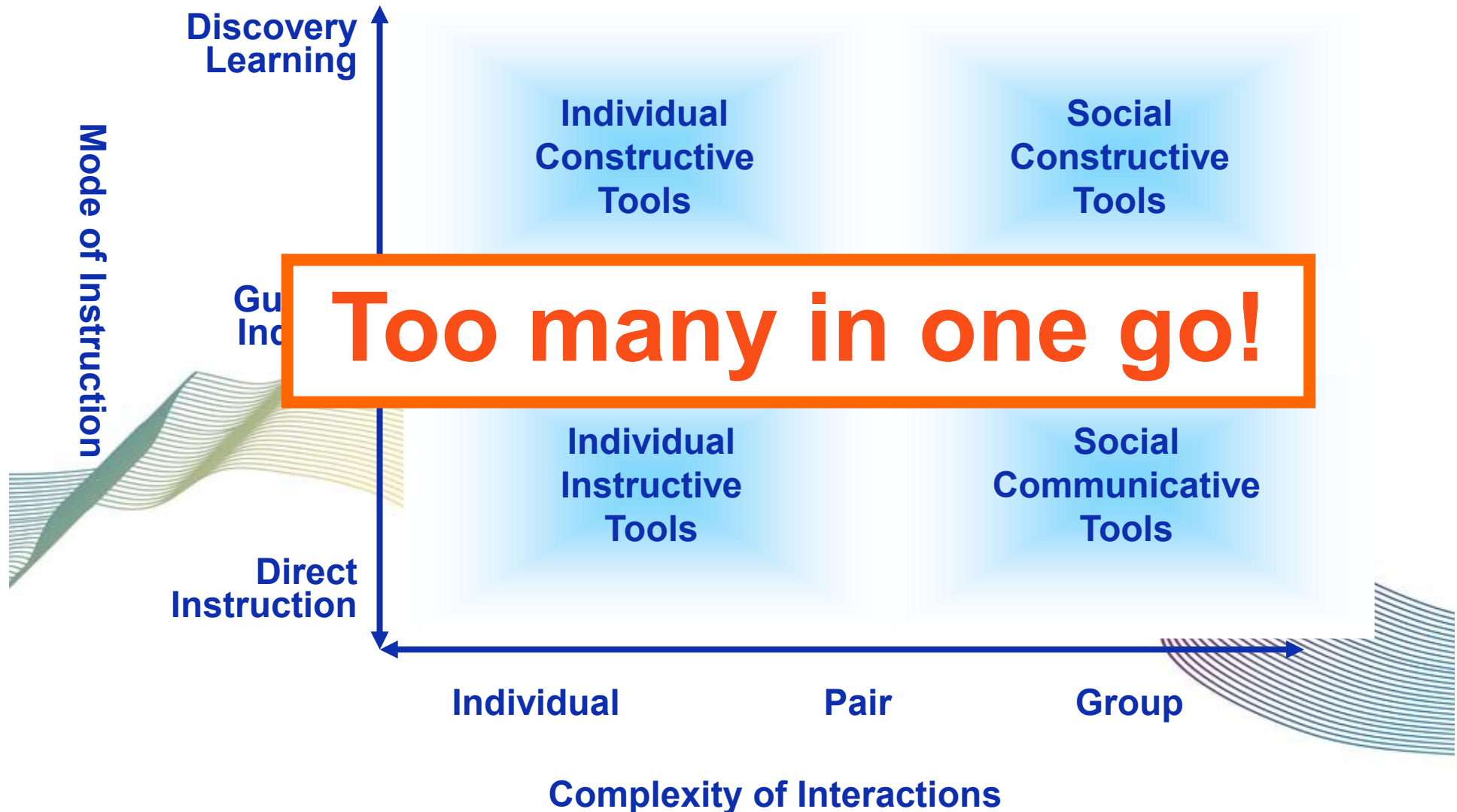
To make a slide stand out,
change the font and/or
background

Be Progressive



Present progressive

Types of Instructional Tools

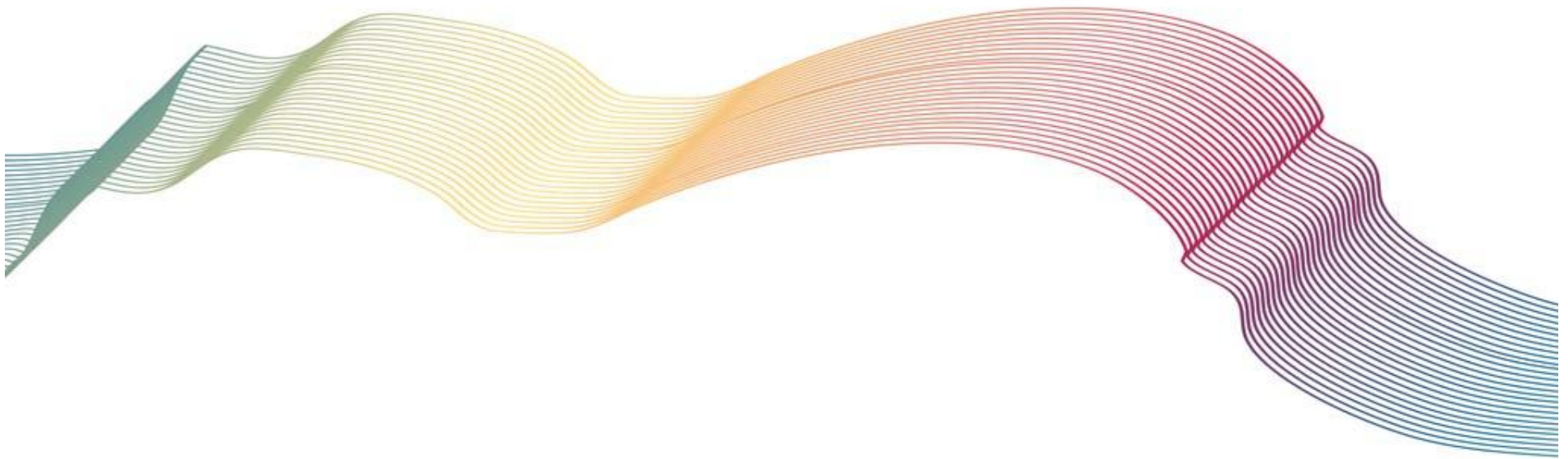


Be Consistent



Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



Be Consistent

- ✓ Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



This tick draws attention

Be Consistent

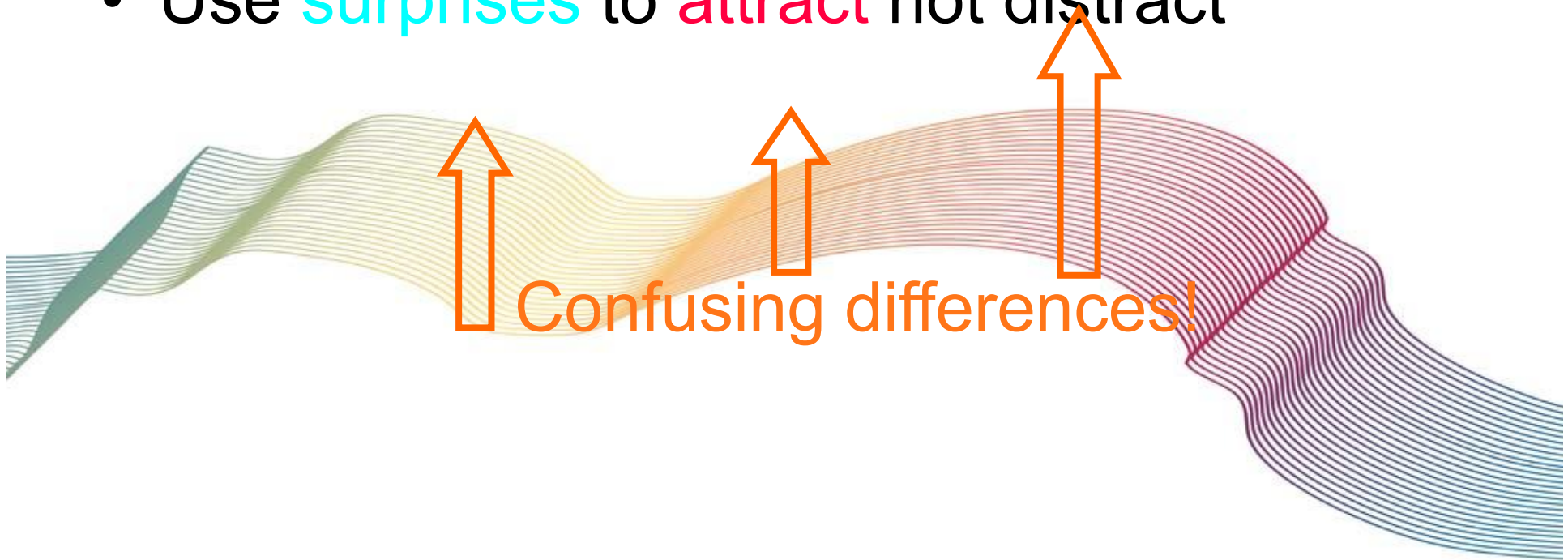
- ✓ Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



These differences confuse!

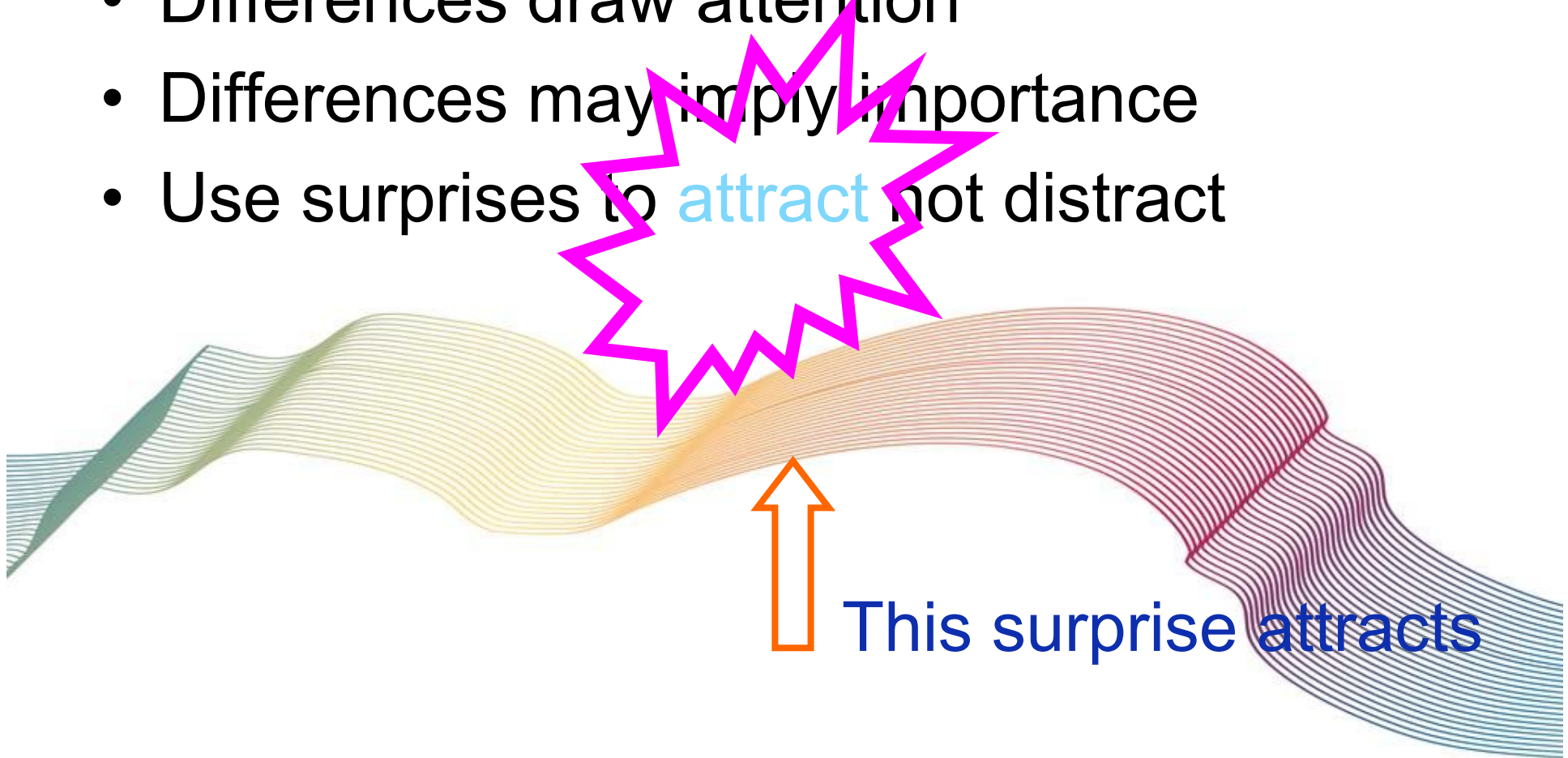
Be Consistent

- Differences draw **attention**
- Differences may imply **importance**
- Use **surprises** to **attract** not distract



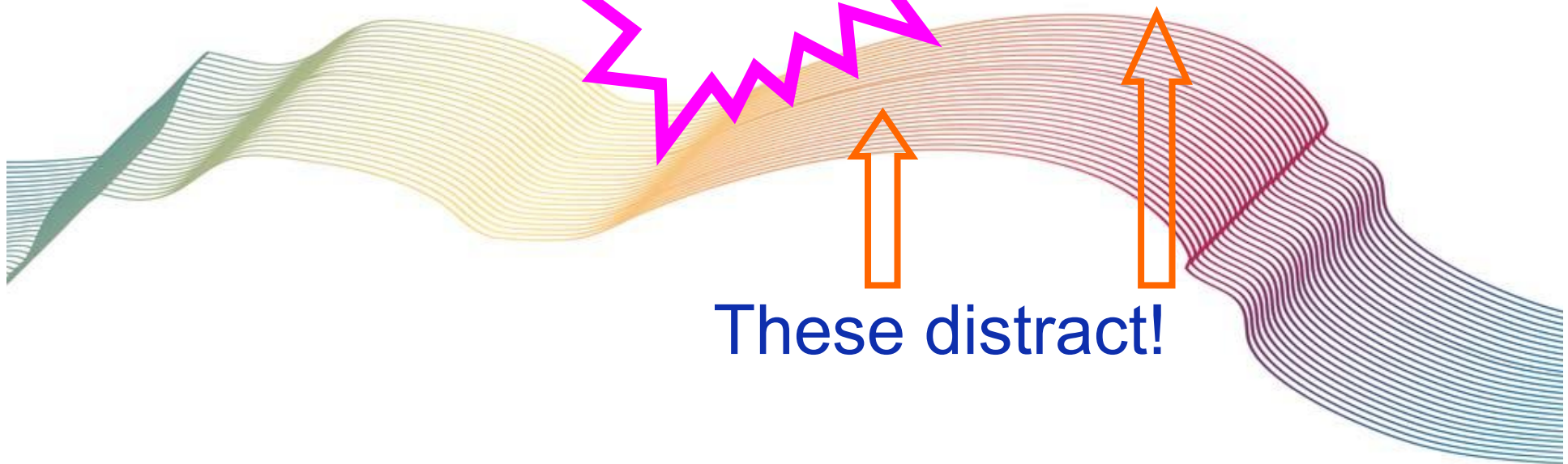
Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



YOU

- Do not use the media to hide you
- The audience came to see you
- The media should enhance the presentation, not BE the presentation
- If all you are going to do is read from the slides or overheads, then just send them the slides
- Remember, only you can prevent

“Death by PowerPoint”





Important Points to Help

Know What You Are Speaking
About

Be Confident

Prepare Some Unusual
Facts:

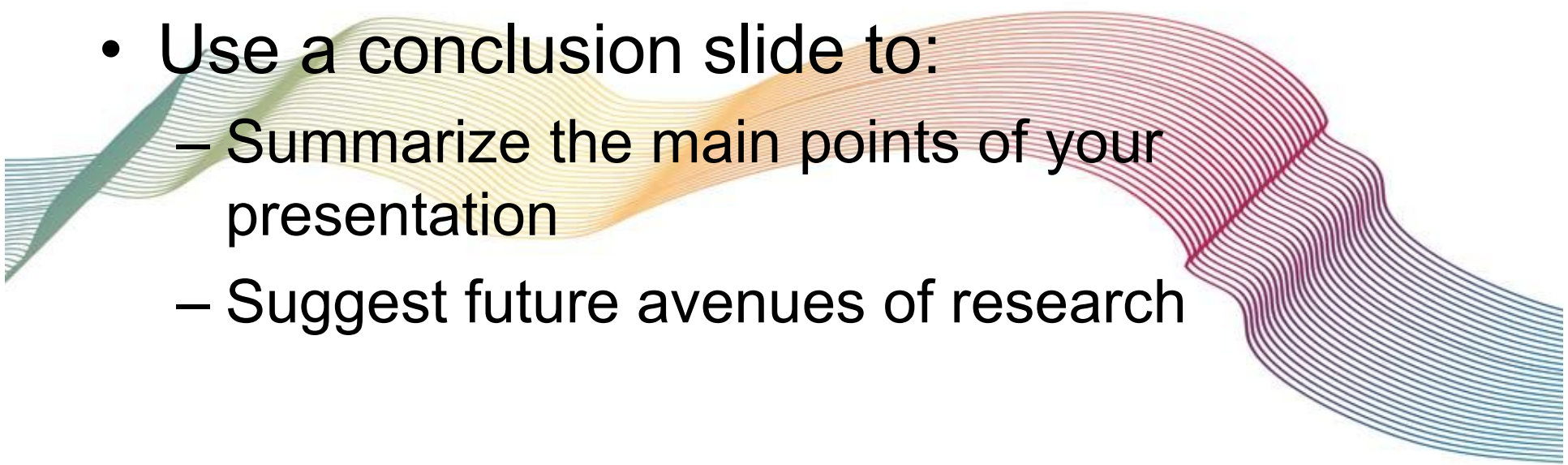
Have a Nice Look

Smile and Be Funny



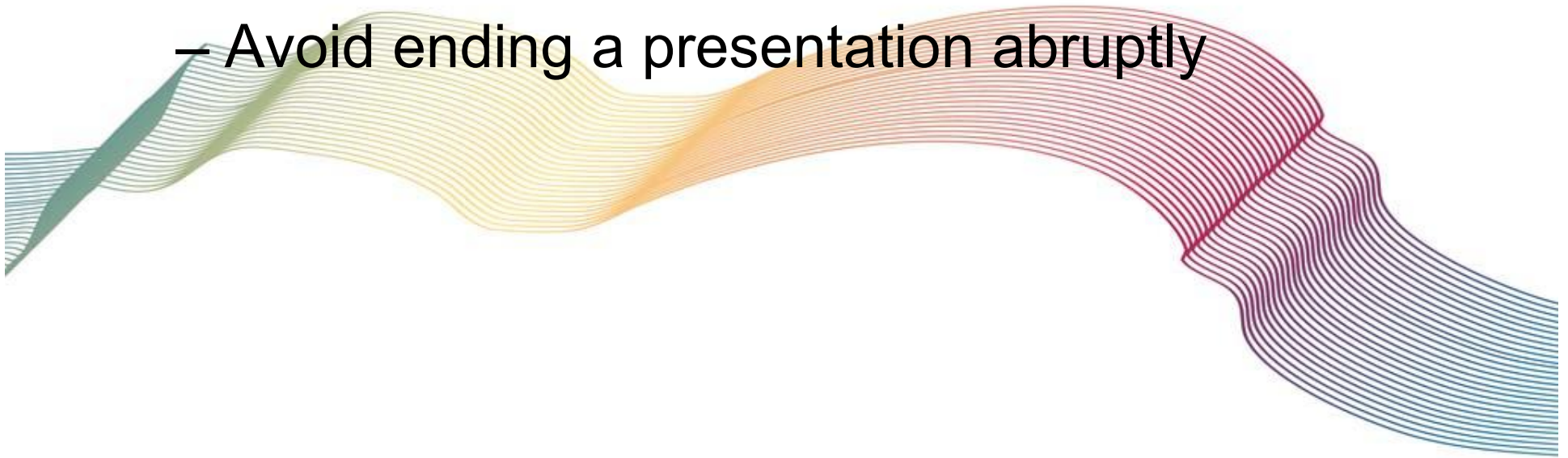
Conclusion

- Use an effective and strong closing
 - Your audience is likely to remember your last words
- Use a conclusion slide to:
 - Summarize the main points of your presentation
 - Suggest future avenues of research



Questions??

- End your presentation with a simple question slide to:
 - Invite your audience to ask questions
 - Provide a visual aid during question period
 - Avoid ending a presentation abruptly



References

Presentations by
Donald R. Clark - Victor Chen

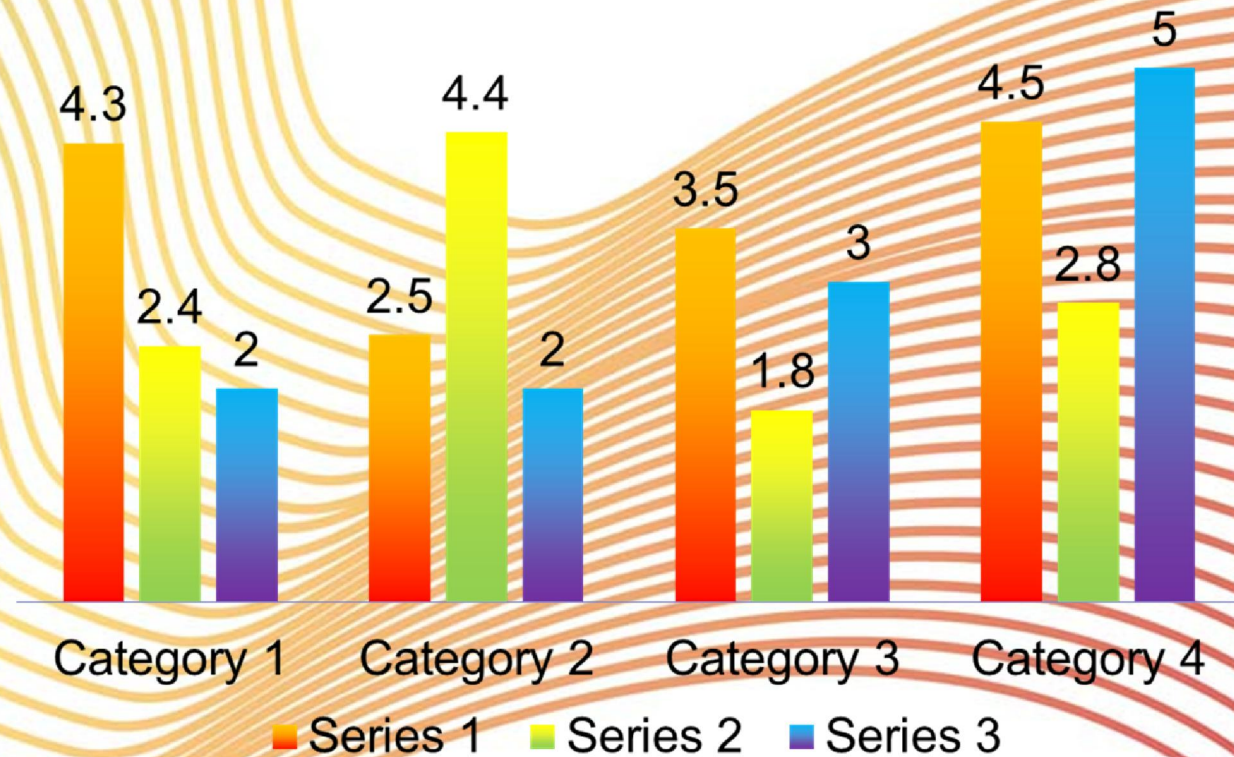
FOR MORE INFORMATION

- <http://blog.ted.com/10-tips-for-better-slide-decks/>
- <http://www.nwlink.com/~donclark/hrd/templates/presentation.rtf>
- <http://www.nwlink.com/~donclark/leader/leadpres.html>

**ASK ME A
QUESTION!**
(click THIS IMAGE)



Sample Graph (3 colours)



Example of a table

Title	Title
Data	Data

Note: PowerPoint does not allow you to have nice default tables - but you can cut and paste this one

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